

Skills and Training



Selling Essentials

Course Content

This short course is designed for employees who want to improve their sales skills and maximise sales opportunities.

Selling essentials will provide attendees with the skills to increase sales through building trust with customers and clients, asking better questions, professionally presenting products and/or services solutions, overcoming common sales objections and closing the sale.

Learning Outcomes

This workshop looks at various techniques and strategies to increase sales including:

- What is selling?
- Fundamentals of selling
- Effective communication
- The psychology of selling
- Why people buy and don't buy
- Up-selling and cross-selling

Who should attend?

This course is designed for all people working in the 'front-line' of business selling products and/or services:

- Sales people
- Customer service staff
- Receptionists

Delivery Information

Duration: 2 hours
Location: State-wide

Investment

\$165 TCCI member
\$250 non-member

More Information

Call 1300 559 122 today to discuss your training needs including on-site or customised delivery, or email training@tcci.com.au